

## **Audi and 4.screen collaborate to deliver a seamless digital in-car customer experience**

- **New cloud technology in the MMI: Audi customers will benefit from more comprehensive, context-related real-time information in the future**
- **Starting in the fall of 2022: integration into numerous Audi models' infotainment system, thereby expanding the Audi ecosystem**
- **Partnership with 4.screen supports systematic advancement of digital business models at Audi**

**Ingolstadt, May 18, 2022 – Audi and 4.screen agree on a partnership with the objective of enhancing the future in-car experience. At launch, Audi customers will benefit from even more comprehensive information on points of interest (POI) using real-time data from the Munich-based technology company's Mobility Experience Cloud (MXC). If desired, they can choose to receive relevant, location-based, personalized offers from selected third-party providers conveniently via the Multi Media Interface (MMI). This is displayed in the familiar Audi MMI style, with the information from the cloud supplementing existing infotainment content.**

The MMI gives Audi owners the ability to select a wide variety of locations, known as points of interest (POI), via the touch display and then navigate to them via the GPS system – be it a gas station, a supermarket, or a restaurant. Through its partnership with 4.screen, Audi aims to significantly expand this offering. Integrating this new cloud technology into the infotainment system offers tremendous potential. Audi customers will receive exclusive information and personalized offers in their vehicles in real time – but not without their consent.

In the future, for example, when Audi drivers perform an MMI search for a nearby organic market, they will also be able to view additional content on demand, such as the additional services or offers currently available at the locations shown. This means local business can present their range of products and services to Audi customers in an ideal way, while the latter benefit from comprehensive information about the companies in real-time and, where applicable, from exclusive offers. For example, a store owner could offer a free cup of coffee from the store's on-site café or allow EV owners to charge their car for free with every purchase. To redeem the offer, drivers simply have to scan a QR code displayed in the MMI.

### **Cloud technology makes real-time communication via Audi MMI possible**

The technical basis for this solution is the integration of a standardized interface to 4.screen's Mobility Experience Cloud into the existing MIB2+ & MIB3 infotainment systems (model year 2019 vehicles or later, starting in selected European markets). This API (application programming interface) establishes a real-time connection between the partnering companies

and Audi customers. It is important to note that customers retain full control over the information and offers displayed – depending on their selected settings in Privacy Mode.

The additional information is displayed in the familiar Audi MMI format and, in the next stage of development, will also be able to display context-based and location-based recommendations and content on request.

### **Digital customer experience a key success factor**

As the world becomes increasingly digital and connected, the individual customer experience continues to grow in importance, opening up entirely new possibilities. Audi considers this to be an important driver of future business success and is leveraging its potential. Over the next ten years, vehicles will become fully connected mobility devices and thus part of the digital world. The focus here is on an ecosystem that connects customers' online and offline worlds. The integration of 4.screen's location-based services into the vehicle MMI is another step along this path and one that will make a lasting improvement to the digital driving experience. In this context, Audi always places transparency, privacy, and data security for its customers at the top of its list of priorities.

### **About 4.screen GmbH**

4.screen is the world's first platform that makes it possible to interact with drivers in real time. 4.screen's Mobility Experience Cloud (MXC) provides a standardized interface for location-based communication and interaction directly on the vehicle's display. Drivers benefit from valuable in-car recommendations, better on-screen content, and access to exclusive offers. 4.screen is headquartered in Munich, Germany and its customers include some of the world's leading brands. For more information, please visit [www.4screen.com](http://www.4screen.com).

**Digital Innovations Communications**

Stefan Grillneder

Spokesperson Premium Platform Electric

(PPE), Connected Car, Digital Innovations

Phone: +49 841 89 41449

Email: [stefan.grillneder@audi.de](mailto:stefan.grillneder@audi.de)[www.audi-mediacyenter.com](http://www.audi-mediacyenter.com)

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The Audi Group is one of the most successful manufacturers of automobiles and motorcycles in the premium and luxury segments. The Audi, Ducati, Lamborghini and Bentley brands operate manufacturing facilities at 21 locations in 13 countries. Audi and its partners maintain a presence in more than 100 markets worldwide.

In 2021, the Audi Group delivered around 1,681 million cars from the Audi brand, 8,405 sports cars from the Lamborghini brand, and 59,447 motorcycles from the Ducati brand to customers. In fiscal 2021, AUDI AG generated an earnings before special items of 5.5 billion euros on revenues of 53.1 billion euros. More than 89,000 people work for the Audi Group worldwide, including around 58,000 in Germany. With its attractive brands and new models, innovative mobility offerings and pioneering services, the company is systematically continuing on its path to becoming a provider of sustainable, individual premium mobility.

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